

FSC-38-B

ROU Brief - 2/25/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

CONTENTS

● Retail Programs

- Reporting Procedures DORAL March 5-Pack Promotion

RETAIL PROGRAMS

➔ Reporting Procedures DORAL March 5-Pack Promotion

(Contact: Evan Toulon, #6316)

- As outlined in first quarter workplan (FSC-142-B), ceiling strategy discounting should be applied to the DORAL March 5-pack sleeve in CTS outlets.
- When discounting, ensure that two (2) 5-pack sleeves are reported as one (1) carton.
 - This will ensure accurate promoted volume percentages are captured correctly for the promotion.
 - When reporting and issuing payment to retailers, only use the appropriate "carton" discounting code since carton discount rates cover two (2) 5-pack sleeves equivalent to one carton.

Example: Each white promotional carton contains 2 5-Pack Sleeves.

- Non-promoted carton price is \$14.90 or \$7.45 per 5-pack sleeve.
- Ceiling strategy value for call is \$2.00 per carton.
- Promoted 5-Pack Sleeve price should be \$6.45 or \$1 off each 5-pack sleeve.
- Use the appropriate \$2 DORAL "carton" price reduction or VPR designation for payment and reporting purposes.
- ROU to report the promotion in normal manner.

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1224	_____
1224	_____	1225	_____
1225	_____	1226	_____
1226	_____	1227	_____
1227	_____	1228	_____
1228	_____	1229	_____
1229	_____	1230	_____
1230	_____	1231	_____
1231	_____	1232	_____
1232	_____	1233	_____
1233	_____	1234	_____
1234	_____	1235	_____
1235	_____	1236	_____
1236	_____	1237	_____
1237	_____	1238	_____
1238	_____	1239	_____
1239	_____	1240	_____
1240	_____	1241	_____
1241	_____	1242	_____
1242	_____	1243	_____
1243	_____	1244	_____
1244	_____		

RSM

RBM

51851 8597